

WHAT IS CLAIMED IS:

1. A logical data model for managing customer relationships for an E-Business retailer operating a web store web site, the logical data model including:

5 a plurality of entities and relationships defining the manner in which information related to an Internet Service Provider's (ISP) operational environment and customer web browsing habits is stored and organized within a database.

10 2. The logical data model in accordance with claim 1, wherein said logical data model includes a subject area defining the manner in which information related to said Internet Service Provider's (ISP) operational environment and customer web browsing habits is stored and organized within said database, said subject area including:

15 an entity including attributes relating to said ISP's billing plans;
an entity including attributes relating to said ISP's billing services;
an entity including attributes relating to categories of services provided by said ISP;

20 an entity including attributes relating to types of services that have been provided by said ISP; and

an entity including attributes relating to types of services provided by an ISP.

25 3. The logical data model in accordance with claim 1, wherein said logical data model includes a subject area defining the manner in which information related to said Internet Service Provider's (ISP)

operational environment and customer web browsing habits is stored and organized within said database, said information including:

an entity including attributes relating to said ISP's communication facilities;

5 an entity including attributes relating to said ISP's communication servers;

an entity including attributes relating to said ISP's network router;

an entity including attributes relating to physical facility components of said ISP's networks;

10 an entity including attributes relating to said ISP's Post Office Protocol (POP);

an entity including attributes relating to said ISP's POP areas; and

an entity including attributes relating to said ISP's POPs regions.

15 4. The logical data model in accordance with claim 1, wherein said logical data model includes a subject area defining the manner in which information related to said Internet Service Provider's (ISP) operational environment and customer web browsing habits is stored and organized within said database, said information including:

20 an entity including attributes relating to said ISP's customer account representatives;

an entity including attributes relating to said ISP's customer billing plans;

25 an entity including attributes relating to said ISP's customer revenue from bills;

an entity including attributes relating to said ISPs customer service revenue;

an entity including attributes relating to subscribers to said ISP; and
an entity including attributes relating to said ISP customers' sessions.

5 5. A database system for storing and managing information related to an Internet Service Provider's (ISP) operational environment and customer web browsing habits, said information being organized within said database system in accordance with a logical data model, said logical data model comprising:

10 a plurality of entities and relationships defining the manner in which information related to an Internet Service Provider's (ISP) operational environment and customer web browsing habits is stored and organized within a database.

15 6. The database system in accordance with claim 5, wherein said logical data model includes a subject area defining the manner in which information related to said Internet Service Provider's (ISP) operational environment and customer web browsing habits is stored and organized within said database, said subject area including:

20 an entity including attributes relating to said ISP's billing plans;
an entity including attributes relating to said ISP's billing services;
an entity including attributes relating to categories of services provided by said ISP;

25 an entity including attributes relating to types of services that have been provided by said ISP; and

an entity including attributes relating to types of services provided by an ISP.

7. The database system in accordance with claim 5, wherein said logical data model includes a subject area defining the manner in which information related to said Internet Service Provider's (ISP) operational environment and customer web browsing habits is stored and organized within said database, said subject area including:

5 an entity including attributes relating to said ISP's communication facilities;

10 an entity including attributes relating to said ISP's communication servers;

an entity including attributes relating to said ISP's network router;

15 an entity including attributes relating to physical facility components of said ISP's networks;

an entity including attributes relating to said ISP's Post Office

Protocol (POP);

an entity including attributes relating to said ISP's POP areas; and

an entity including attributes relating to said ISP's POPs regions.

8. The database system in accordance with claim 5, wherein said

20 logical data model includes a subject area defining the manner in which information related to said Internet Service Provider's (ISP) operational environment and customer web browsing habits is stored and organized within said database, said subject area including:

25 an entity including attributes relating to said ISP's customer account

representatives;

an entity including attributes relating to said ISP's customer billing plans;

an entity including attributes relating to said ISP's customer revenue from bills;

an entity including attributes relating to said ISPs customer service revenue;

5 an entity including attributes relating to subscribers to said ISP; and
an entity including attributes relating to said ISP customers' sessions.

9. A customer relationship management system for storing and
10 managing information for an E-Business retailer, said customer
relationship management system comprising:

a database for storing and organizing information related to an Internet Service Provider's (ISP) operational environment and customer web browsing habits; and

15 a logical data model defining the manner in which said information is stored and related within said database.

10. The customer relationship management system in accordance
with claim 9, wherein said logical data model includes a subject area
20 defining the manner in which information related to said Internet Service Provider's (ISP) operational environment and customer web browsing habits is stored and organized within said database, said subject area including:

an entity including attributes relating to said ISP's billing plans;

25 an entity including attributes relating to said ISP's billing services;

an entity including attributes relating to categories of services provided by said ISP;

an entity including attributes relating to types of services that have been provided by said ISP; and

an entity including attributes relating to types of services provided by an ISP.

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11. The customer relationship management system in accordance with claim 9, wherein said logical data model includes a subject area defining the manner in which information related to said Internet Service Provider's (ISP) operational environment and customer web browsing habits is stored and organized within said database, said subject area including:

an entity including attributes relating to said ISP's communication facilities;

an entity including attributes relating to said ISP's communication servers;

an entity including attributes relating to said ISP's network router;

an entity including attributes relating to physical facility components of said ISP's networks;

an entity including attributes relating to said ISP's Post Office

20 Protocol (POP);

an entity including attributes relating to said ISP's POP areas; and

an entity including attributes relating to said ISP's POPs regions.

12. The customer relationship management system in accordance with claim 9, wherein said logical data model includes a subject area defining the manner in which information related to said Internet Service Provider's (ISP) operational environment and customer web browsing

habits is stored and organized within said database, said subject area including:

an entity including attributes relating to said ISP's customer account representatives;

5 an entity including attributes relating to said ISP's customer billing plans;

an entity including attributes relating to said ISP's customer revenue from bills;

10 an entity including attributes relating to said ISPs customer service revenue;

an entity including attributes relating to subscribers to said ISP; and

15 an entity including attributes relating to said ISP customers' sessions.

13. A method for managing information related to an Internet Service Provider's (ISP) operational environment and customer web browsing habits, said method comprising the steps of:

20 establishing a database for storing and organizing information related to said Internet Service Provider's (ISP) operational environment and customer web browsing habits; and

establishing a logical data model including a plurality of entities and relationships defining the manner in which information related to said Internet Service Provider's (ISP) operational environment and customer web browsing habits; said logical data model including:

25 an entity including attributes relating to said ISP's billing plans;

an entity including attributes relating to said ISP's billing services;

an entity including attributes relating to categories of services provided by said ISP;

an entity including attributes relating to types of services that have been provided by said ISP; and

5 an entity including attributes relating to types of services provided by an ISP.

14. A method for managing information related to an Internet Service Provider's (ISP) operational environment and customer web browsing habits, said method comprising the steps of:

establishing a database for storing and organizing information related to said Internet Service Provider's (ISP) operational environment and customer web browsing habits; and

15 establishing a logical data model including a plurality of entities and relationships defining the manner in which information related to said Internet Service Provider's (ISP) operational environment and customer web browsing habits; said logical data model including:

an entity including attributes relating to said ISP's communication facilities;

20 an entity including attributes relating to said ISP's communication servers;

an entity including attributes relating to said ISP's network router;

an entity including attributes relating to physical facility components of said ISP's networks;

25 an entity including attributes relating to said ISP's Post Office Protocol (POP);

an entity including attributes relating to said ISP's POP areas; and

an entity including attributes relating to said ISP's POPs regions.

15. A method for managing information related to an Internet Service Provider's (ISP) operational environment and customer web

5 browsing habits, said method comprising the steps of:

establishing a database for storing and organizing information related to said Internet Service Provider's (ISP) operational environment and customer web browsing habits; and

10 establishing a logical data model including a plurality of entities and relationships defining the manner in which information related to said Internet Service Provider's (ISP) operational environment and customer web browsing habits; said logical data model including:

15 an entity including attributes relating to said ISP's customer account representatives;

an entity including attributes relating to said ISP's customer billing plans;

an entity including attributes relating to said ISP's customer revenue from bills;

20 an entity including attributes relating to said ISPs customer service revenue;

an entity including attributes relating to subscribers to said ISP; and

an entity including attributes relating to said ISP customers' sessions.